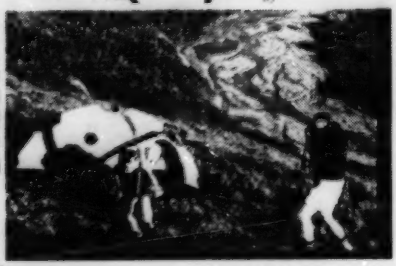
1999
YUKON VISITOR
EXIT SURVEY



PRELIMINARY RESULTS **OCTOBER 2000**

The Yukon Visitor Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected, preliminary figures from the 1999 Visitor Exit Survey (VES). Future publications, expected in the summer of 2000, will provide a detailed account of VES results.

For further information on the 1999 Visitor Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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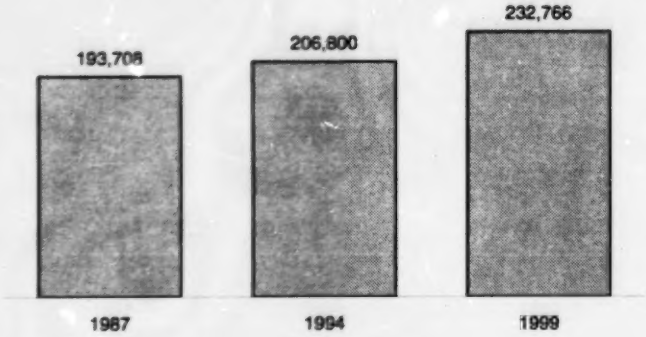
During the summer of 1999 a major survey of tourists was undertaken by the Yukon Bureau of Statistics for the Department of Tourism. A comparable survey was run in 1987 and 1994.

Highlights of the 1999 survey (June 1st to September 30th):

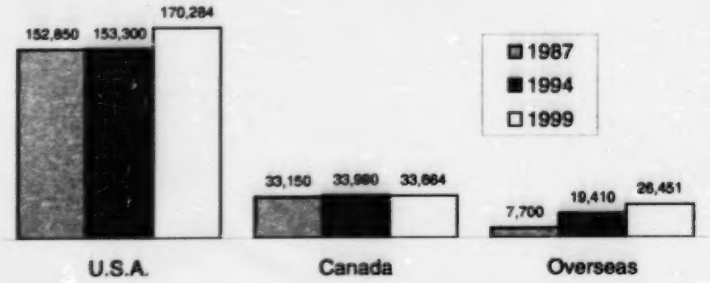
- 232,766 visitors came to the Yukon in 1999, an increase of 13% or 25,966 compared with 1994. The largest increase was in visitors from overseas, which increased 36% compared with 1994.
- After adjusting for inflation total visitor spending increased by 25%, from $50,208,000 in 1994 to $62,678,000 in 1999.
- The United States accounted for 74% of all visitors and 52% of total spending. Canada accounted for 15% of all visitors and 27% of total spending and visitors from overseas accounted for 11% of all visitors and 21% of total spending.
- 49% of visitors rated their visit to the Yukon as "better than expected". A further 43% of visitors rated their visit "as expected".
- 87% of visitors felt that they received value for their money during their visit to the Yukon.
- 82% of visitors came to the Yukon for pleasure.
- The average length of stay in the Yukon by Canadian visitors was nine nights, by overseas visitors it was seven nights and by visitors from the United States it was three nights.
- Visiting natural attractions, shopping and visiting historic sites were the top three activities reported by visitors during their stay in the Yukon.
- 48% of visitors travelling in the Yukon used a car, truck or van for transportation; 23% traveled by bus/ motor coach; 20% traveled by motorhome or recreational vehicle.
- 65% of visitors to the Yukon last exited by highway, 24% of visitors last exited by bus and 11% of visitors last exited by air.

How many visitors came to the Yukon from June to September of 1999 ?



In 1999, 232,766 visitors came to the Yukon from June to September. This is an increase of 25,966 or 12.6% over the 1994 figure of 206,800. Since 1987, the number of visitors has increased by 20.2% (39,058).

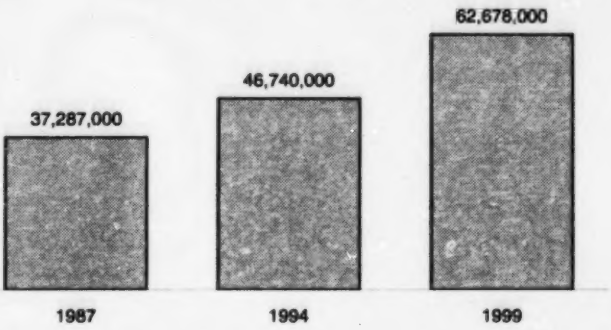
Where did the visitors to the Yukon come from ?



In 1999, 74% of visitors to the Yukon came from the United States, 15% of visitors came from Canada and 11% of visitors came from overseas. Since 1994, the number of visitors from overseas has increased 36%, the number of visitors from the United States has increased 11% while the number of visitors from Canada has decreased 1%.

Note: Figures may not sum to totals due to the exclusion of "not stated" responses.

How much was spent by visitors to the Yukon in 1999 ?



On average, each of the visitors to the Yukon in 1999 spent approximately $269 while in the Territory. This is an increase of $43 or 19% over the 1994 average expenditure which was $226 per visitor.

Adjusting for inflation brings the 1987 figure to $46,471,000 and the 1994 figure to $50,208,000. Comparing expenditures in 1994 with those in 1999, show that visitor spending increased 25% or $12,470,000.

Spending as a Percentage of All Visitor Spending

	1987	1994	1999
U.S.A.	63%	49%	52%
Canada	31%	33%	27%
Overseas	6%	18%	21%

Average Expenditure per Person per Day

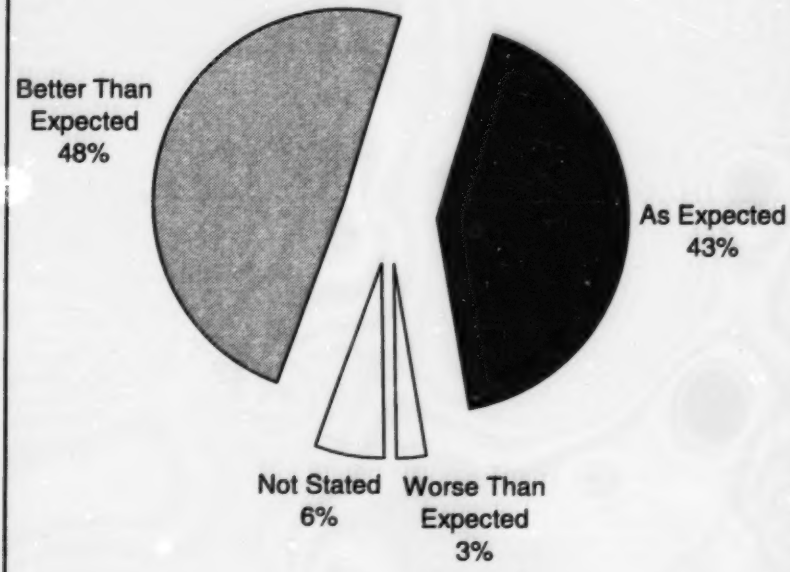
	1987	1994	1999
U.S.A.	n/a	$68	$76
Canada	n/a	$56	$73
Overseas	n/a	$60	$71

These figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure. Figures are adjusted for inflation

Visitors from the United States spent a total of $32,319,000 or 52% of all visitor spending. Canadian visitors spent a total of $16,764,000 or 27% of all visitor spending and visitors from overseas spent $13,200,000 or 21% of all visitor spending.

Note: The survey asked visitors how much they spent in the Yukon whether by cash, travellers cheque or credit card. Prepaid expenses or spending outside the Yukon were not included. The number of dollars spent per person is a simple average, expressed in nominal dollars.

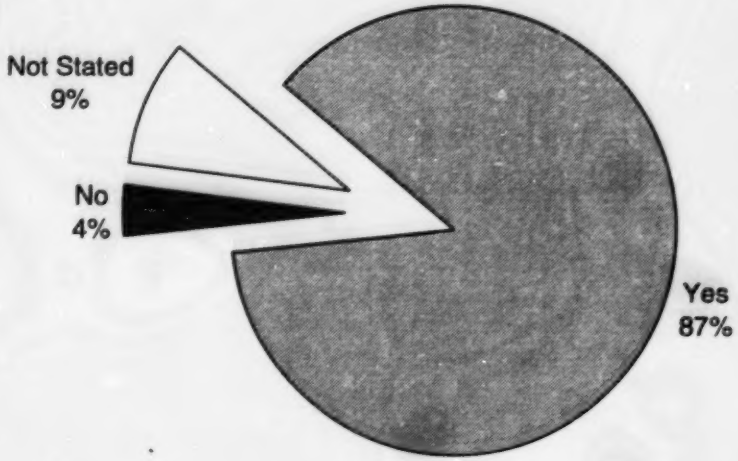
How did visitors rate their Yukon experience ?



In 1999, the survey asked visitors to compare their Yukon trip with prior expectations of the trip. Almost half of all visitors to the Yukon in 1999 reported that their visit was "better than expected". A further 43% rated their trip "as expected" while 3% of visitors rated their Yukon trip as "worse than expected".

In 1994, visitors were asked to compare their Yukon trip with other trips they had taken. Half of all visitors reported that their trip was "excellent" and 39% rated their trip as "good". Only 3% rated their Yukon trip as "fair" or "poor".

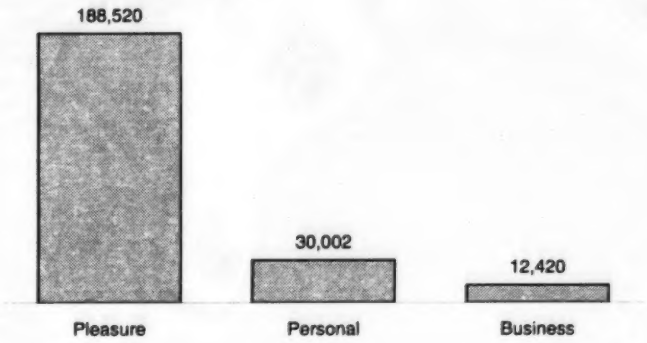
Did visitors feel they received value for their money during their visit to the Yukon ?



In 1999, 87% of visitors felt they received value for their money during their visit to the Yukon. Only 4% of visitors felt they did not receive value for their money and 9% of visitors did not know or did not state whether they received value for their money.

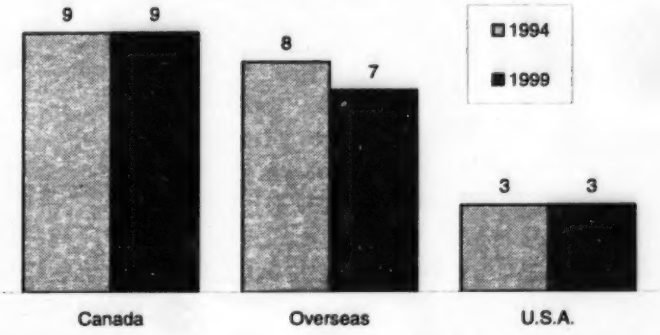
In 1994, 92% of visitors felt they received value for their money during their visit to the Yukon, 6% of visitors felt they did not receive value for their money and 2% of visitors did not know or did not state whether they received value for their money.

Why did visitors come to the Yukon in 1999 ?



In 1999, 82% of visitors came to the Yukon for pleasure, 13% of visitors came to the Yukon for personal reasons and 5% of visitors came to the Yukon for business.

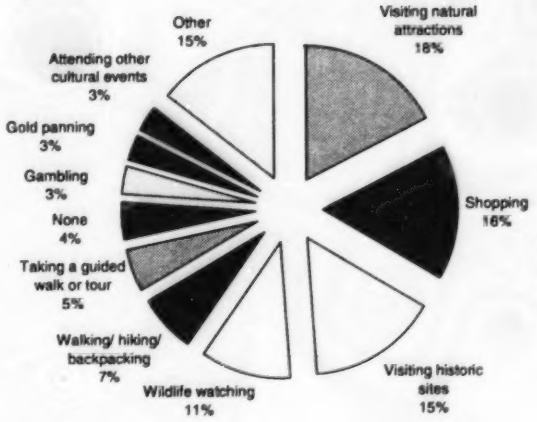
On average how many nights did visitors stay in the Yukon ?



In 1999, the average length of stay by Canadian visitors to the Yukon was approximately 9 nights. Canadian visitors stayed three times longer than visitors from the United States, who stayed approximately 3 nights each. Visitors from overseas stayed approximately 7 nights each.

Note: *Figures may not sum to totals due to the exclusion of "not stated" responses. 'Personal' includes work/ job relocation, funeral, illness, etc.*

What were the most popular activities visitors participated in during their stay in the Yukon ?



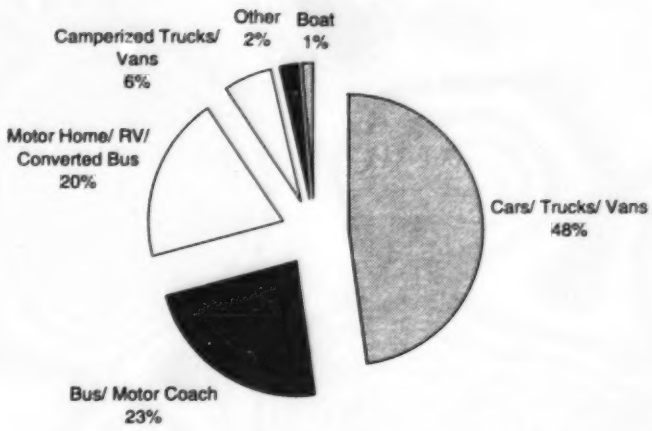
In 1999, the survey asked visitors which activities did they or someone in their household participate in while in the Yukon. The top three responses were visiting natural attractions (18%) (natural attractions includes unique natural features such as Kluane National Park, Miles Canyon, etc. (i.e. not 'man made'), shopping (16%) and visiting historic sites (15%).

Activities Participated in by Visitors to the Yukon

	Total	Percent
Visiting natural attractions	66,360	18%
Shopping	60,365	16%
Visiting historic sites	58,304	15%
Wildlife watching	41,080	11%
Walking/ hiking/ backpacking	27,377	7%
Taking a guided walk or tour	18,394	5%
None	16,777	4%
Gambling	12,540	3%
Gold panning	11,809	3%
Attending other cultural events	11,491	3%
Other	54,607	15%

Note: *Visitors that responded 'none' were just passing through the Yukon and did not participate in any activities.*

What type of vehicle did visitors use for travel <u>within</u> the Yukon ?



In 1999, 48% of visitors travelling in the Yukon used a car, truck or van for transportation; 23% traveled by bus/ motor coach; 20% traveled by motorhome or recreational vehicle; 6% traveled by camperized truck or van; 1% traveled by boat and 2% traveled by other type of vehicle.

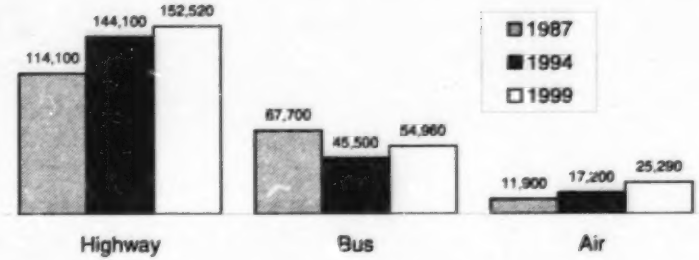
Spending per Visitor by Type of Vehicle

	Expenditure	Visitors	Expenditure per Visitor
Cars/ Trucks/ Vans	$28,097,000	111,010	$253
Motor Home/ RV/ Converted Bus	$13,863,000	45,950	$302
Bus/ Motor Coach	$12,169,000	54,080	$225
Camperized Trucks/ Vans	$3,375,000	13,230	$255
Other	$3,218,000	5,210	$618
Boat	$1,958,000	3,290	$595

Note: Those travelling by boat were visitors who travelled on Yukon lakes and rivers.

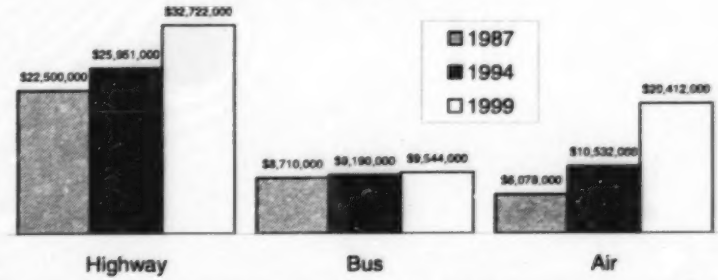
Visitors travelling in the Yukon by car, truck or van spent $28,097,000 or 45% of all visitor spending. Visitors travelling by motorhome or recreational vehicle spent $13,863,000 or 22% of all visitor spending and visitors travelling by bus/ motor coach spent $12,169,000 or 19% of all visitor spending.

What mode of transportation did visitors use to exit the Yukon ?



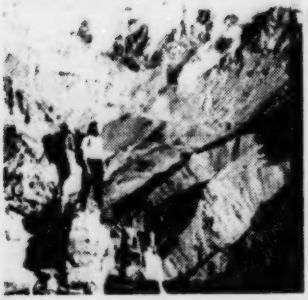
In 1999, 65% of visitors last exited the Yukon by highway, 24% of visitors last exited by bus and 11% of visitors to the Yukon last exited by air. Since 1994, the number of visitors exiting by air has increased 47%, the number of visitors exiting by bus has increased 21% while the number of visitors exiting the Yukon by highway has increased 6%.

How much was spent by visitors to the Yukon by mode of transportation ?



Visitors who last exited the Yukon by highway spent a total of $32,722,000 or 52% of all visitor spending. Visitors who last exited the Yukon by air spent a total of $20,412,000 or 33% of all visitor spending and visitors who exited by bus spent $9,544,000 or 15% of all visitor spending. On average, visitors exiting the Yukon by air spent $807 per person, visitors exiting the Yukon by highway spent $215 per person and visitors exiting the Yukon by bus spent $174 per person.

Note: The number of dollars spent per person is a simple average, expressed in nominal dollars.



Burwash Landing

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